

WHAT IS CLAIMED IS:

1. A method of providing a position-matched information service, comprising:
searching a database of information for content corresponding to a current
location of a the mobile terminal determined by location tracking when information
content is requested by the mobile terminal; and
transmitting the searched content to the mobile terminal.

2. The method of claim 1, wherein the information content comprises
multimedia information content.

3. The method of claim 2, wherein the multimedia information comprises at
least one of video, audio and text data.

4. The method of claim 2, wherein the multimedia information comprises at
least one of a series of conversational phrases appropriate to the current location of the
mobile terminal.

5. The method of claim 1, wherein the location tracking comprises:

receiving an inherent number given to a base transceiver station controlling the mobile terminal and a tracking location of the mobile terminal from a network providing the mobile terminal with a mobile communication;

matching the received inherent number of the base transceiver station and the tracking location of the mobile terminal with an electronic map of the base transceiver station wherein the electronic map is previously retained; and

determining a place coinciding with the tracking location of the mobile terminal on the electronic map as the site of the mobile terminal.

6. The method of claim 1, further comprising searching contents among various language study conversation contents corresponding to the current location of the mobile terminal when the mobile terminal requests a language study conversation service.

7. The method of claim 6, further comprising transmitting a prescribed language conversation multimedia to the mobile terminal when the conversation multimedia is requested, wherein the prescribed language conversation media is made available according to a site corresponding to the current location of the mobile terminal.

8. The method of claim 7, wherein the prescribed conversation media is one of a plurality of conversation multimedia in the prescribed language which are stored and classified into a plurality of sites in accordance with locations.

9. The method of claim 8, wherein the prescribed language is the English language.

10. A method of providing a position-matched information service, comprising:
tracking a location of a specific mobile terminal;
registering a final location of the mobile terminal;
searching a specific multimedia data stored in a memory that corresponds to the registered final location when the mobile terminal requests a multimedia service at the registered final location; and
transmitting the multimedia data to the mobile terminal.

11. The method of claim 10, wherein the multimedia data comprises English language conversation data.

12. The method of claim 11, wherein the English language conversation data comprises one of a plurality of phases to be used at a site corresponding to the registered final location of the mobile terminal.

13. The method of claim 10, wherein searching the specific multimedia data comprises:

determining a site in accordance with the registered final location of the mobile terminal; and

searching multimedia data corresponding to the determined site among a plurality of stored multimedia data, so as to provide data corresponding to the determined site from among a plurality of sites.

14. The method of claim 13, wherein determining the site in accordance with the registered final location further comprises:

receiving an inherent number given to a base transceiver station controlling the mobile terminal and a tracking location of the mobile terminal from a network providing the mobile terminal with a mobile communication;

matching the received inherent number of the base transceiver station and the tracking location of the mobile terminal with an electronic map of the base transceiver station wherein the electronic map is previously retained; and

determining a place coinciding with the tracking location of the mobile terminal on the electronic map as the site of the mobile terminal.

15. The method of claim 13, wherein the multimedia data comprises English language phrases appropriate to the determined site.

16. The method of claim 13, wherein the multimedia data comprises packet data having video data representing virtual situations for each of the plurality of sites, audio data representing conversations pertaining to the virtual situations, and text data expressing a text transcription of conversation contents of the audio data.

17. The method of claim 16, wherein the audio data is presented in a first language and the text data is presented in a second language.

18. A method of providing a position-matched English conversation service, comprising:

storing a plurality of English language conversational phrases as multimedia data corresponding to a plurality of situations of a plurality of sites, respectively;
determining a location of a mobile terminal in accordance with a location tracking procedure when the mobile terminal requests an English conversation service;

determining which one of the plurality of sites corresponds to the location of the mobile terminal; and

transmitting an English language conversational multimedia phrase corresponding to the situation and site of the mobile terminal.

19. The method of claim 18, wherein transmitting the English language conversational multimedia phrase comprises:

transmitting a menu listing the plurality of situations corresponding to the determined site; and

transmitting, when a specific one of the situations is selected from the menu on the mobile terminal, the English conversational multimedia phrase of the site corresponding to the selected menu item.

20. The method of claim 19, wherein the menu listing is displayed on the mobile terminal, a menu item for a desired situation is selected by a user, a video and a conversation audio reproducing the selected menu item are played, and simultaneously a transcription of the audio is displayed as text.

21. The method of claim 18, wherein transmitting the English language conversational multimedia phrase is performed by transmitting a menu listing various

situations set up to correspond to the determined site and the English language conversational multimedia phrase corresponding to the menu of the situations.

22. The method of claim 21, wherein the menu is displayed on the mobile terminal, a menu item for a specific situation is selected, video and conversation audio reproducing the selected menu item are played, and conversational contents of the audio are expressed simultaneously as text characters transcribing the audio.

23. A method of providing a position-matched English conversation service, comprising:

storing a plurality of English conversational multimedia phrases relating to a plurality of conversations relevant to a restaurant;

determining a present location of a mobile terminal when an English conversation service is requested from the mobile terminal; and

transmitting a selected one of the plurality of the restaurant related English conversational multimedia phrases to the mobile terminal when it is determined that the present location of the mobile terminal is a restaurant.

24. The method of claim 23, wherein the restaurant related English conversational multimedia phrases are classified into a first situation multimedia data used

for ordering meals, a second situation multimedia data used for dining at the restaurant, and a third situation multimedia data used for paying a bill at the restaurant, and wherein the classified first, second, and third situation multimedia data are transmitted to the mobile terminal in a single data stream.

25. The method of claim 24, wherein when one of the first, second, and third situations is selected, video data and conversation audio data reproducing the selected situation is played.

26. The method of claim 25, wherein conversational contents of the audio are simultaneously outputted to the mobile terminal by English language audio and as text characters transcribing the audio.

27. The method of claim 26, wherein the text transcription of the audio is outputted in the English language.

28. The method of claim 23, wherein the restaurant related English conversational multimedia phrases are stored by being classified into a first situation multimedia data used for ordering meals, a second situation multimedia data used for dining at the restaurant, and a third situation multimedia data used for paying a bill at the

restaurant, and wherein one of the first, second, and third situation multimedia data selected from the mobile terminal is transmitted to the mobile terminal.

29. The method of claim 28, wherein when one of the first, second, and third situations is selected, video data and conversation audio data reproducing the selected situation are played, and wherein the conversational audio contents is simultaneously outputted to the mobile terminal as English language audio and a transcription of the audio.

30. The method of claim 29, wherein the transcription is provided as text characters in the English language.

31. A mobile communication system, comprising:

- at least one base station (BS) configured to communicate with at least one mobile terminal;
- a base station controller (BSC) coupled to control the at least one base station;
- a mobile switching center (MSC) coupled to the BSC;
- an inter-gateway (IG) coupled to the MSC and configured to allocate an IP address and a modem resource for an information call to the least one mobile terminal;

a location server coupled to the MSC and configured to determine current tracking information of the least one mobile terminal and temporarily store the tracking information; and

a service server coupled to the location server and the IG, and configured to store electronic maps for respective service areas of the at least one BS and to store content information corresponding to the respective service areas, and provide the content to the at least one mobile terminal in accordance with the current tracking information of the at least one mobile terminal.

32. The system of claim 31, further comprising a home location register (HLR) coupled to the location server.

33. The system of claim 31, wherein the service server transmits specific language information to the at least one mobile terminal corresponding to tracking information of the at least one mobile terminal.

34. The system of claim 33, wherein the language information comprises an English language phrase relevant to a current location of the mobile terminal.

35. The system of claim 33, wherein the language information is provided as both audio data and a text transcription of the audio data.

36. This system of claim 31, wherein the location server determines the current tracking information of the at least one mobile terminal in accordance with a location registration message from the least one mobile terminal and a base station number of a base station in communication with the least one mobile terminal.

37. The system of claim 31, wherein the location server determines the current tracking information of the least one mobile terminal using radiodetermination.

38. The system of claim 31, wherein the content information of the service server comprises multimedia English language conversational phrases relevant to situations and locations corresponding to the respective service areas.

39. The system of claim 31, wherein the multimedia English language conversational phrases comprise restaurant related English conversational multimedia phrases classified into a first situation multimedia data used for ordering meals, a second situation multimedia data used for dining at the restaurant, and a third situation multimedia data used for paying a bill at the restaurant.

40. The system of claim 31, wherein the service server is coupled to the IG using a TCP/IP connection.

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